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62.34 JELLE ROOS

Gladiolus Specialist

MILTON, MASSACHUSETTS



WHITE
AMERICA

To Gladiolus Lovers: Greeting



GLADIOLI are among the most popular of all garden flowers. Each year the size, color, and beauty of these wonderful flowers are being improved upon by specialists, who some thirty years ago started to intensify the flowers by hybridizing. They are very easy to grow and will do well in almost any ordinary garden soil. If planted in the richest place of your garden and given plenty of sun and moisture, they will, however, repay you with extra-large blooms and gorgeous colors.

I do not attempt to grow all known varieties, but rather specialize on a limited number of choicer kinds, and of these I grow a bulb product of unsurpassed blooming power.

Plant the bulbs about 5 or 6 inches deep and from 3 to 4 inches apart.

To obtain a continuation of blooms during the greatest part of the season, it is advisable to plant at intervals of ten days, from the last week in April until the middle of June.

Some varieties will bloom in seventy-five to eighty days from the date of planting, but most sorts require eighty-five to ninety days. A garden of gladioli is never monotonous. Day by day new beauties unfold, new shades and tints appear, until you begin to think that the whole range of color has been covered.

In October, when the foliage has turned yellow, dig the bulbs, cut the stems off within an inch of the bulbs, and dry them thoroughly. Then remove the old roots and store the bulbs in a cool, dry place where frost cannot reach them.

If these instructions are followed, the bulbs will give you the best results for several years.

I shall be very glad to furnish you with any other information you may require to grow Gladioli successfully. Write me, telling of your difficulties. There is a solution of your problems.

PLEASE NOTE

For the price quoted, I deliver bulbs, transportation free, to all points in the United States. Kindly bear this in mind when comparing my prices with those of other growers.

No orders of less than fifty cents can be accepted. Small orders are filled with as much care as large ones. Special prices will be quoted if 250 bulbs or more of one variety are desired. Planting instructions are enclosed with each order.

PLACE YOUR ORDER EARLY

It is to your advantage and to mine to place your order as soon as possible after receiving this catalog. Please state whether you want the bulbs sent to you at once or at the proper time for planting. All orders received before March 1 will be held until proper time for planting when all danger of freezing in transit has passed, unless immediate shipment is desired; in which case the bulbs will travel at purchaser's risk against frost. You will receive an acknowledgment of order by return mail.



America

NAMED GLADIOLI

Six bulbs will be sold at one-half the price of a dozen,
twenty-five at one-fourth the price of a hundred

| | Each | Doz. | 100 |
|---|--------|--------|--------|
| America. Beautiful soft lavender-pink; very large flowers. The most popular Gladiolus today... | \$0 05 | \$0 50 | \$4 00 |
| Annie Wigman. Pale yellow, with a small dark blotch in throat | 08 | 80 | 6 00 |
| Apollo. Deep carmine-red, white-striped throat; strong grower... | 15 | 1 50 | 10 00 |
| Arizona. Fine dark pink with maroon markings on lower petals.... | 15 | 1 50 | 10 00 |
| Attraction. Deep crimson with pure white throat; large flowers.. | 08 | 80 | 6 00 |
| Augusta. Pale white, with blue anthers..... | 07 | 70 | 5 00 |
| Baron Joseph Hulot. Dark rich violet, bordering on blue..... | 10 | 1 00 | 8 00 |
| Bernice. Light yellow buff with pink markings and dark pink blotch..... | 07 | 70 | 5 00 |
| Blue-Jay. Beautiful pale blue, with white blotch; a very distinctive variety..... | 30 | 3 00 | 22 50 |
| Bluevista. A clear glistening white, with distinct iris-blue markings in throat..... | 20 | 2 00 | 15 00 |
| Brenchleyensis. Vermilion-scarlet; flowers of medium size..... | 05 | 45 | 3 00 |

*Dawn***NAMED GLADIOLI**—*continued*

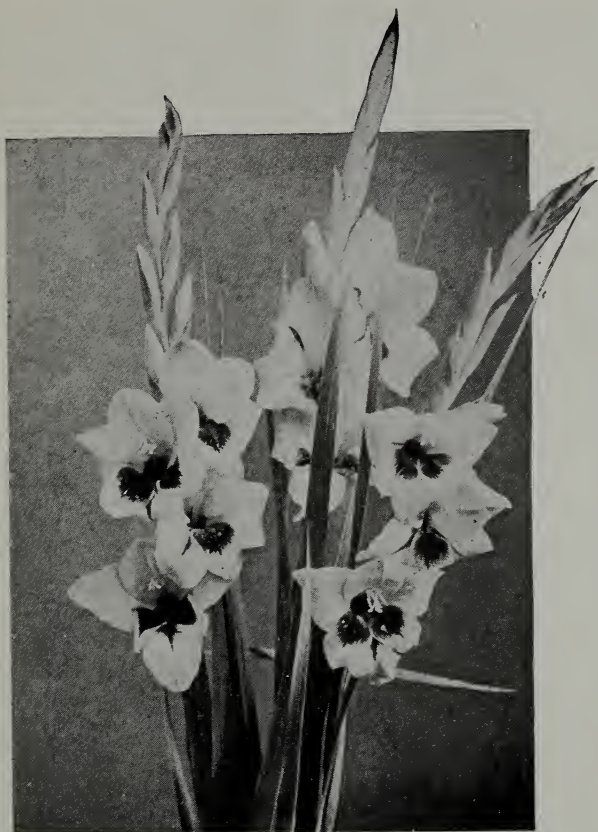
| | Each | Doz. | 100 |
|---|--------|--------|--------|
| Cameo. White ground-color, overlaid with rich pink, beautiful red blotch in throat; very handsome. | \$0 07 | \$0 70 | \$5 00 |
| Canary Bird. Fine light yellow... | 15 | 1 50 | 10 00 |
| Chicago White. Pure white, with lavender markings in throat; very early..... | 08 | 80 | 6 00 |
| Chief Oshkosh. Delicate pink with light blotch in throat..... | 15 | 1 50 | 15 00 |
| Clarice. Rose-pink, flaked with deeper tone..... | 10 | 1 00 | 7 50 |
| Conspicuous. Light-blue, dark blue spot with yellow center..... | 30 | 3 00 | 22 50 |
| Crackerjack. Dark red, throat spotted with yellow and maroon.. | 06 | 60 | 4 00 |
| Crimson Glow. Perfect scarlet of a deep tone. Very large open flowers of the finest form..... | 1 00 | 10 00 | |
| Crystal White. Pure white with small purple markings in throat.. | 08 | 80 | 6 00 |

*Europa*NAMED GLADIOLI — *continued*

| | Each | Doz. | 100 |
|--|--------|--------|--------|
| Czar Peter. Fine wine-red; very handsome..... | \$0 08 | \$0 80 | \$6 00 |
| Daisy Rand. Soft rose-pink, flaked with a darker tone; very handsome..... | 18 | 1 75 | 12 50 |
| Dawn. Very beautiful pink; one of the best; large flowers on tall spike..... | 20 | 2 00 | 15 00 |
| Daybreak. Charming light pink, with blazed white throat. Magnificent orchidlike variety..... | 30 | 3 00 | 25 00 |
| Distinction. Very dark wine-red, new..... | 20 | 2 00 | 15 00 |
| Dora Kraus. Rich buff flaked with rosy-pink, lower petals bearing blotches of carmine on a yellow ground..... | 25 | 2 50 | 20 00 |
| Dr. Isabelle D. Kerr. New, fine salmon, very near self-color..... | 75 | 7 50 | |
| Easter Bells. Fine sulphur-yellow, with blotch of faint crimson in throat; one of the best light yellows..... | 50 | 5 00 | |
| Electra. Very large, brilliant scarlet, with small light blotch..... | 15 | 1 50 | 10 00 |
| Elizabeth Kurtz. Alabaster white, slightly flaked with rosy-pink.... | 20 | 2 00 | 15 00 |
| Emma Tucker. Beautiful soft lavender-pink, very fine..... | 20 | 2 00 | 15 00 |
| Empress of India. Rich deep purplish red, with white markings on lower petals..... | 07 | 70 | 5 00 |

NAMED GLADIOLI — *continued*

| | Each | Doz. | 100 |
|---|--------|--------|---------|
| Europa. Snowy white, without a trace of color; one of the best whites on the market..... | \$0 20 | \$2 00 | \$15 00 |
| Faust. Deep velvety "Harvard" crimson, with lighter shade on lower petals..... | 10 | 1 00 | 7 50 |
| Fire King. Intense fire-scarlet; long graceful spikes..... | 10 | 1 00 | 7 50 |
| Florence. Bright lilac, with white blotch on lower petals..... | 40 | 4 00 | 30 00 |
| Giant White. Pure white with elegant slight markings on lower petals..... | 20 | 2 00 | 15 00 |
| Glorious of Holland. A pure white, with anthers of delicate lavender. | 08 | 80 | 6 00 |
| Golden King. Bright golden yellow, with large crimson blotch on lower petal..... | 10 | 1 00 | 7 50 |
| Golden West. Brilliant orange, with golden yellow blotches on lower petals..... | 07 | 70 | 5 00 |
| Goliath. Extremely fine; dark wine-colored flowers..... | 20 | 2 00 | 15 00 |
| Gretchen Zang. Very beautiful soft melting shade of pink, blending into scarlet on lower petals... | 15 | 1 50 | 10 00 |
| Halley. Delicate salmon-pink, with creamy blotch; an attractive early-blooming variety; very popular..... | 06 | 60 | 4 00 |
| Henry C. Goehl. New, solid white, slightly flushed pink, with deep crimson blotch on lower petals... | 1 00 | 10 00 | |
| Herada. Pure mauve, glistening and clear, with deeper markings in throat..... | 15 | 1 50 | 10 00 |
| Hortense. One of the finest purple gladioli on the market. A rich fuchsia mauve in color, large open flowers of great substance..... | 50 | 5 00 | |
| Hubertus. Fine blue and mauve, new..... | 30 | 3 00 | 22 50 |
| Ida Van. Beautiful deep salmon-red or flaming orange-pink; very rich color..... | 07 | 70 | 5 00 |
| Independence. Rich orange-scarlet..... | 07 | 70 | 5 00 |
| Intensity. Bright red with white speckled throat..... | 10 | 1 00 | 7 50 |
| Jacinthe. One of the most valuable of orchid-shaped gladioli. A clear iris lavender with a carmine purple throat, beautiful in combination with Primulinus Hybrids.... | 50 | 5 00 | |
| Jean Dieulafoy. A lovely cream-color, with carmine blotch..... | 18 | 1 75 | 12 50 |
| Jessie. Fine velvety-red, long spike of flowers..... | 10 | 1 00 | 7 50 |
| Klondyke. Clear primrose-yellow, with crimson blotch..... | 07 | 70 | 5 00 |



Mrs. Frank Pendleton, a splendid Gladiolus for cutting

NAMED GLADIOLI—continued

| | Each | Doz. | 100 |
|---|--------|--------|--------|
| Kunderdi Glory. Beautiful creamy apricot, with light tint of pink; crimson stripe centering each petal; ruffled..... | \$0 10 | \$1 00 | \$7 50 |
| Kunderd's Orange. Bright orange, white lines on lower petals..... | 20 | 2 00 | 15 00 |
| Liebesfeuer. Fiery scarlet, with orange shading; lower segments striped violet-brown..... | 20 | 2 00 | 15 00 |
| Lily Lehman. Ivory-white, lily-shaped flower..... | 15 | 1 50 | 10 00 |
| Lily White. Pure white, early and vigorous, new..... | 50 | 5 00 | |
| L'Immaculee. Pure white..... | 18 | 1 75 | 12 50 |
| Loveliness. Creamy white; robust, strong grower; dark green foliage. | 20 | 2 00 | 15 00 |
| Lucretia. Rosy white, with dark blotch; not large, but very early. | 05 | 45 | 3 00 |
| Madame Monneret. Deep rose-pink..... | 07 | 70 | 5 00 |
| Maize. Soft, light corncolor, tinted rose, with slender tongue of fuchsia red on lower petals..... | 30 | 3 00 | 22 50 |
| Marjorie Gage. Pure white with a scarlet blotch. Large flowers ... | 20 | 2 00 | 15 00 |



One of the fields of Gladioli grown by

NAMED GLADIOLI — *continued*

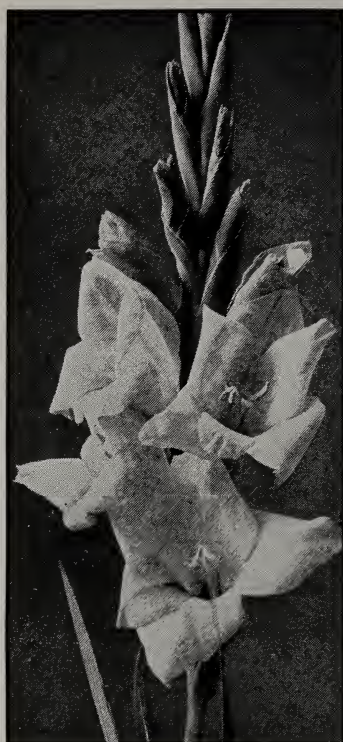
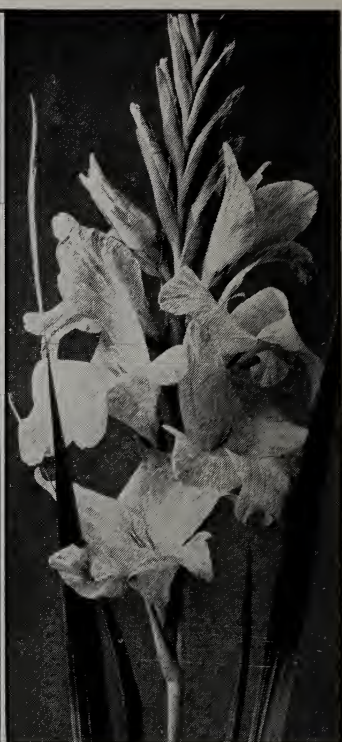
| | Each | Doz. | 100 |
|---|--------|--------|---------|
| Mary Fennell. Beautiful light lavender; lower petals penciled with primrose-yellow; perfectly exquisite and distinct; especially recommended..... | \$0 20 | \$2 25 | \$17 50 |
| Master Wietze. Beautiful dark violet; a new variety..... | 20 | 2 00 | 15 00 |
| Meadowvale. Large white, penciled with crimson on lower petals..... | 07 | 70 | 5 00 |
| Miranda. A new large primulinus type, producing 3 to 4 flower spikes from every bulb; color, fine canary yellow, slightly striped with carmine rose..... | 07 | 70 | 5 00 |
| Miss Helen Franklin. White with purplish markings, ruffled..... | 20 | 2 00 | 15 00 |
| Mrs. (Dr.) Norton. White, edges suffused soft LaFrance pink; lower petals have a blotch of sulphur-yellow and are speckled at base with Tyrian rose..... | 1 50 | 12 50 | |



by Jelle Roos, at Milton, Mass.

NAMED GLADIOLI—*continued*

| | Each | Doz. | 100 |
|---|--------|--------|--------|
| Mrs. Francis King. Salmon-pink. | \$0 05 | \$0 50 | \$4 00 |
| Mrs. Frank Pendleton. Flowers very large, of a lovely flushed salmon-pink, with a brilliant carmine blotch on throat, presenting a vivid contrast..... | 10 | 1 00 | 7 50 |
| Mrs. 'Frederick C. Peters. New, beautiful shade of rose-violet or lilac, with crimson blotch on lower petals; large flowers..... | 75 | 7 50 | |
| Mrs. G. W. Moulton. Dark red, with splashes of a darker tint on the lower petals..... | 25 | 2 50 | 20 00 |
| Mrs. H. W. Beecher. Deep rosy crimson, with white throat..... | 08 | 80 | 6 00 |
| Mr. Mark. Light-blue with darker spot..... | 30 | 3 00 | 22 50 |
| Mrs. Velthuys. Dark brilliant red, very large flowers..... | 30 | 3 00 | 22 50 |

*Schwaben**Pink Perfection*NAMED GLADIOLI — *continued*

| | Each | Doz. | 100 |
|--|--------|--------|--------|
| Mrs. Watt. Deep brilliant wine color..... | \$0 10 | \$1 00 | \$7 50 |
| Mrs. W. E. Fryer. Brilliant orange-scarlet..... | 15 | 1 50 | 10 00 |
| Myrtle. A most beautiful shell-pink, lightly penciled with rose... | 18 | 1 75 | 12 50 |
| Mystery. Superb dark reddish purple, very graceful spike, and a great favorite. Wonderfully effective in large vases..... | 50 | 5 00 | |
| Nezinscott. Bright scarlet, with petals of white bearing fine lines of crimson..... | 10 | 1 00 | 7 50 |
| Niagara. Delicate cream, blending to a canary-yellow, throat splashed with carmine..... | 10 | 1 00 | 7 50 |
| Norma Dee Childs. Delicate white, softly penciled with rose, sulphur-yellow throat..... | 50 | 5 00 | |
| Nymph. New, light lavender-pink | 25 | 2 50 | 20 00 |
| Orange Glory. Very rich orange color, with beautiful lighter throat; very distinct..... | 50 | 5 00 | |
| Panama. Magnificent pale pink; very beautiful..... | 08 | 80 | 6 00 |
| Peace. Giant White, with a delicate lilac feathering on the lower petals | 08 | 80 | 6 00 |
| Pink Perfection. Bright pink; very fine..... | 15 | 1 50 | 10 00 |

*Sunset***NAMED GLADIOLI** — *continued*

| | Each | Doz. | 100 |
|---|--------|--------|---------|
| Pride of Goshen. Pale salmon-pink. Large blossoms, ruffled petals.... | \$0 20 | \$2 00 | \$15 00 |
| Prince of India. Color varies from light to deep smoky gray, petals freely penciled with dark slaty blue mottled with white..... | 50 | 5 00 | |
| Prince of Wales. Fine salmon color; a variety of great merit... | 25 | 2 50 | 20 00 |
| Princepine. Carmine-red, with large white blotch..... | 10 | 1 00 | 8 00 |
| Princeps. Brilliant scarlet, with broad white blotches across lower petals..... | 10 | 1 00 | 7 50 |
| Prophetesse. Large round flowers, pearly white, with crimson throat | 10 | 1 00 | 7 50 |
| Queen of the Violets. Dark violet with white pencil marks in throat | 20 | 2 00 | 15 00 |
| Queen of the Whites. Very large, glistening, pure white flowers. A magnificent spike of blooms of wonderful texture..... | 50 | 5 00 | |
| Queen Wilhelmina. Magnificent pale pink..... | 25 | 2 50 | 20 00 |
| Rajah. Deep rich red; one of the best dark reds..... | 50 | 5 00 | |

*Willy Wigman***NAMED GLADIOLI—***continued*

| | Each | Doz. | 100 |
|--|--------|--------|---------|
| Red Emperor. A pure deep scar- let; very large flowers..... | \$0 75 | \$7 50 | |
| Rosella. Light rose, stained with purple and white..... | 18 | 1 75 | \$12 50 |
| Rouge Torch. Large creamy-white flower, with a rouge torchlike ton- gue on inferior petals, making a very striking contrast..... | 20 | 2 00 | 15 00 |
| Scarsdale. Pink-lavender, shaded to dark rose..... | 10 | 1 00 | 7 50 |
| Schwaben. Pure canary-yellow, shading to a soft sulphur-yellow.. | 15 | 1 50 | 10 00 |
| Snowbank. White, stained red at base of petals..... | 15 | 1 50 | 10 00 |
| Spring Song. Pale Naples yellow, slightly suffused with pink in throat..... | 10 | 1 00 | 8 00 |
| Sulphur King. Rich sulphur-yel- low on long spike..... | 25 | 2 50 | 20 00 |
| Sulphur Queen. Soft lemon yellow | 10 | 1 00 | 10 00 |

NAMED GLADIOLI—*continued*

| | Each | Doz. | 100 |
|---|--------|--------|---------|
| Summer Beauty. A very choice and distinct pink; very tall and showy..... | \$0 15 | \$1 50 | \$10 00 |
| Sunrise. Clear canary-yellow, with no markings..... | 20 | 2 00 | 15 00 |
| Sunset. Rich cream-color, suffused with rose. Dark carmine, almost brown throat. Very unusual and strikingly beautiful..... | 50 | 5 00 | |
| Taconic. Bright pink, flecked and striped with a delicate pink; lower petals blotched a deep crimson, edged with a thin yellow stripe... | 10 | 1 00 | 7 50 |
| Tavistock. Brilliant scarlet with small white blotch. Improvement on <i>Princeps</i> of which it is a seedling..... | 15 | 1 50 | 10 00 |
| The King. Rich mauve-lilac, with creamy blotch on lower petals... | 10 | 1 00 | 8 00 |
| The Pearl. Clear soft pink turning to light cream in center..... | 07 | 70 | 5 00 |
| Victory. Delicate sulphur-yellow, lower petals shaded a deeper yellow..... | 10 | 1 00 | 7 50 |
| War. Deep red of brilliant color, extra-large open flowers..... | 20 | 2 00 | 15 00 |
| Wellesley. Very pretty lilac-pink, the two lower petals of a soft primrose with crimson mark in throat | 25 | 2 50 | 20 00 |
| White America. New, seedling of America, bud flesh-white, opening clear white with slight marks of blue in throat..... | 25 | 2 50 | 20 00 |
| White Giants. Pure white, very large..... | 50 | 5 00 | |
| White Glory. Ruffled; a gorgeous pure white, with beautiful iris-blue throat..... | 35 | 3 50 | 25 00 |
| Wilbrinck. Lovely flesh-pink, with creamy blotch on lower petals; new and very beautiful..... | 25 | 2 50 | 20 00 |
| William Falconer. A large pink, of beautiful tint; spike tall and straight..... | 18 | 1 75 | 12 50 |
| Willy Wigman. Beautiful blush-white, with dark carmine blotch. | 10 | 1 00 | 7 50 |
| Wistaria. Pale lavender, suffused violet with darker throat. One of the few good bluish-lavender varieties..... | 50 | 5 00 | |
| Yellow Hammer. Pure yellow with a small red mark in throat..... | 10 | 1 00 | 7 50 |



MIXTURES

A Very Fine Mixture, containing several of the best varieties, accidentally mixed in the handling and growing. 4 cts. each, 45 cts. per doz., \$3.00 per 100.

Exhibition Mixture, consisting of high-grade varieties, selected very carefully with the purpose of securing a well-balanced combination of colors. 5 cts. each, 50 cts. per doz., \$4.00 per 100.

Primulinus Hybrids. An Artistic Mixture, containing the most wonderful colors imaginable. The flowers are very graceful. The stems are slender, but strong and very tall. One bulb will very often produce several flower-spikes, thereby prolonging the flowering season considerably. 7 cts. each, 60 cts. per doz., \$4.50 per 100.

NEW—THREE VARIETIES—NEW

The following three varieties are offered after having been tried out with great success. They are especially good growers and possess all the qualities of prize-winning flowers:

Henry C. Goehl. Flowers large and well opened, with broad petals of solid white, slightly flushed pink, with deep crimson blotch on lower petals. Good spike with well placed flowers and five to seven open at one time. It is an exceptionally good grower and has been awarded a certificate of merit by the American Gladiolus Society, Boston, Mass., August 12, 1916. \$1.00 each, \$10.00 per doz.

Dr. Isabelle D. Kerr. Fine salmon, very near a self-color. Large open flowers forming a showy spike. It is bound to become very popular in the near future. \$0.75 each, \$7.50 per doz.

Mrs. Frederick C. Peters. Beautiful shade of rose-violet or lilac, with crimson blotch on lower petal. Flowers of large size and many open at one time on a strong spike. This is without doubt the finest variety of its color. \$0.75 each, \$7.50 per doz.

INTRODUCTORY OFFER

One bulb each of the above-named varieties and one Mrs. Dr. Norton, making four bulbs in all, for \$3.00 postpaid. Real value, \$4.00.

SPECIAL ONE-DOLLAR OFFERS

Just a little sum put into any of these collections will make your summer garden lovely with beautiful blooms, that are ever-changing in their attractiveness.

Special Offer "1A"—Twenty-four bulbs.

For \$1.00 I will send you 6 Crackerjack, 6 Ida Van, 6 Klondyke and 6 Meadowvale, each variety named and packed separately, making 24 bulbs in all. Real value \$1.35 for only \$1.00, postpaid.

Special Offer "2A"—Six bulbs.

For \$1.00 I will send you 1 Dawn, 1 Distinction, 1 Loveliness, 1 Rouge Torch, 1 Pride of Goshen and 1 Europa, each variety named and packed separately, making 6 bulbs in all. Real value \$1.20 for only \$1.00, postpaid.

Special Offer "3A"—Twelve bulbs.

For \$1.00 I will send you 2 Baron Hulot, 2 Chicago White, 2 Electra, 2 Faust, 2 Crystal White and 2 Yellow Hammer, each variety named and packed separately, making 12 bulbs in all. Real value \$1.22 for only \$1.00, postpaid.



"Mrs. Francis King"

JELLE ROOS

Gladiolus Specialist

MILTON, MASSACHUSETTS

The Gladiolus
Novelty
of 1920

“*White
America*”

Color — Bud, flesh white,
opening clear white with
slight marks of blue in
throat.

